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GROS MORNE NATIONAL PARK

1988 SHOULDER SEASON SURVEY



Canada

**GROS MORNE NATIONAL PARK
SHOULDER SEASON MAIN EXIT TRAFFIC PARTITION SURVEY
1988**

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EXECUTIVE SUMMARY

The present system of calculating attendance for Gros Morne National Park has been replaced, effective April 1, 1988. Until then, one traffic counter and a 1976 traffic formula were used to estimate attendance. Since the park has three main exits and since traffic patterns (i.e., mix of visitor and non-visitor vehicles at each exit) have changed since 1976, there was a clear need to revise the attendance counting system.

The research objectives were: (a) determine basic visitor characteristics and community-related development preferences of visitors for park development and regional integration purposes; (b) determine visitor typology and percentage of non-visitor and repeat traffic in order to establish shoulder season attendance formulae for the months of May, June, September and October.

HIGHLIGHTS

- * 22,044 *shoulder season visits* were recorded (Total May -October visitation was about 88,000).
- * 133,541 vehicles exited the three main park exits from May 1 to June 30 and September 1 to October 31, 1988.
- * 77,776 vehicles exited during survey hours (9:00 A.M.- 6:00P.M.).
- * 7,924 vehicles (10.2 % of 77,776) were *final exit visitor vehicles*.
- * Average party size was 2.8 *persons*.
- * *Most visitor characteristics (e.g. origin) are not dramatically different than those of peak season visitors.* One major exception is the much higher percentage reporting their visit purpose as 'passing through the park on pleasure' (62 percent, compared to 36 percent in July/August, 1987). The great majority of these visitors did not stop in the park.
- * 59 percent of visitors were *Newfoundland residents* (versus 54 percent in July/August, 1987).

- * The shoulder season retains a *strong U.S. visitor segment of 13 percent* (compared to 17 percent in July/August, 1987).
- * Campers stayed an average of 2.5 nights in the park.
- * Users of enclave commercial accommodation stayed 1.9 nights in the park area.
- * Day Users (excluding enclave commercial accommodation users) averaged 3.1 hours per visit .
- * Non-Newfoundlanders stayed an average of 2.1 nights in Gros Morne and enclave areas; 10.8 nights in New f oundland; and 25.8 nights away from home.
- * *88 percent of non-Newfoundlanders and 15 percent of Newfoundlanders were visiting Gros Morne for the first time.*
- * It is estimated that 2,143 visitor parties injected \$ 400,000 into the local economy.

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1.0 INTRODUCTION

The present system of calculating attendance for Gros Morne National Park has been replaced, effective April 1, 1988. Until then, one traffic counter and a 1976 traffic formula were used to estimate attendance. Since the park has three main exits and since traffic patterns (i.e., mix of visitor and non-visitor vehicles at each exit) have changed since 1976, there was a clear need to revise the attendance counting system.

In July/August of 1986, a traffic partition survey of exiting vehicles was conducted for the purpose of establishing a peak season traffic formula for non-enclave residents only. The survey also gathered some basic park use data for visitor profile purposes.

In July/August, 1987, the research was continued and expanded to gather additional park use and expenditure data. The peak season traffic formula also incorporates an estimate of enclave resident use derived from the campground, hiking trail and day use area surveys.

In May/June and September/October, 1988, a main exit survey was conducted for these shoulder season months.

2.0 RESEARCH OBJECTIVES

The research objectives were:

- (a) determine basic visitor characteristics and community-related development preferences of visitors for park development and regional integration purposes;
- (b) determine visitor typology and percentage of non-visitor and repeat traffic in order to establish shoulder season attendance formulae.

Attaining these objectives required exit interviews at the three main park exits shown on the following map. The data items collected may be found on the questionnaire in the appendix.

3.0 RESEARCH DESIGN

The survey population was all visitor and non-visitor vehicles exiting the park at the three points specified during the hours of 9:00 A.M. to 6:00 P.M. from May 1 to June 30 and September 1 to October 31, 1988.

During the survey period, each exit point (Highways 430 S., 430 N. and 431) was sampled for 20 days, ten on each shoulder season. Each sampling day consisted of one six-hour sampling block.

Respondent vehicles were selected on a floating basis: after completing an interview, the next vehicle/party to exit was selected for an interview. Within selected vehicles, for questionnaire items 17 to 19 (where individual responses were required), respondents 16 years of age or over were selected using a random number table starting from the driver and rotating clockwise.

Population estimates were derived from 24-hour automatic hourly traffic counts.

Weights were derived for three-hour time blocks and by weekend and weekday. Weights were obtained by the formula:

$$\frac{\text{No. of Vehicles by Daytype and time block}}{\text{No. of Interviews by Daytype and Time Block}} = \frac{N}{n} = \frac{\text{Weight}}{\text{Value}}$$

9:00 A.M. - 6:00 P.M.

Parson's Pond

TRAFFIC PARTITION SURVEY LOCATIONS

1. 430 S. (exiting traffic going south on Hwy. 430)
2. 431 (exiting traffic going southeast on Hwy. 431)
3. 430 N. (exiting traffic going north on Hwy. 430)



Belldowns Point

Cow Head

St. Pauls

Sally's Cove

GULF OF
ST.
LAWRENCE

Rocky Harbour

Neddy Harbour

Norris Point

Curzon
Woody Point

Winter House Brook

Shoal Brook

Birchy Head

Glenburnie

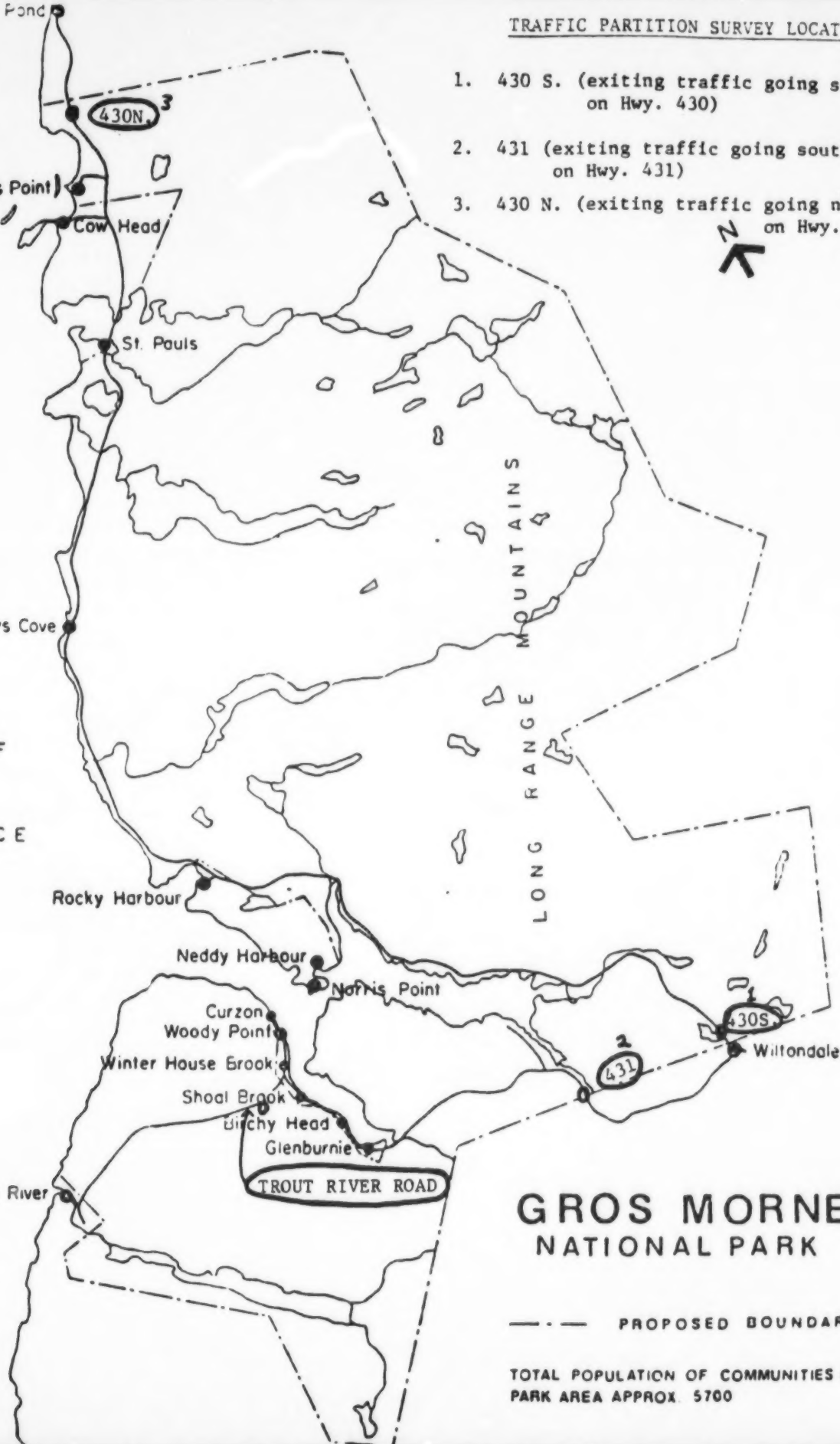
Trout River

TROUT RIVER ROAD

GROS MORNE NATIONAL PARK

--- PROPOSED BOUNDARY

TOTAL POPULATION OF COMMUNITIES IN
PARK AREA APPROX. 5700



4.0 BASIC CONCEPTS

Most concepts used are either self-explanatory or implicitly defined in the questionnaire. The major exceptions concern the concepts of visitor and non-visitor.

The concepts developed for this survey were intended to conform as closely as possible to the attendance measures formulated by the Socio-Economic Branch, Headquarters. These three measures are:

- (1) Entry Person entering an area open or accessible to the public, which is an officially identified natural or historic unit of the Parks Heritage Preservation and Presentation Program (i.e., reporting unit) irrespective of entry purpose or its relationship to the Park mandate;
- (2) Visit Person entering a reporting unit during operational periods for purposes associated with the Parks mandate, excluding same-day re-entries for day visits and all re-entries for visits of more than one day;
- (3) Visit-Day A calendar day or part thereof spent by a person in a reporting unit during a visit.

Although our survey is of exiting vehicles, we can assume that exiting vehicles equal entering vehicles over the survey period.

The best definition of 'operational period' was considered to be the V.R.C. shoulder season operational hours of 9:00 A.M. to 6:00 P.M.

Question 10 of the survey asked: "What is the purpose of your present visit to the park?" In conformity with the new Canadian Parks Service attendance measures, those respondents recorded as being "on a recreational trip to the park" or "just passing through the park on a pleasure trip" are considered to be on mandate-related visits and are classed as visitors. Other respondents not on park-related business (i.e., those visiting friends/relatives or on commercial or personal business) are considered to have made a mandate-related visit (and are therefore classed as visitors) if they use one or more park facilities.

5.0 RESULTS

5.1 SAMPLING RATES, RESPONSE RATES AND POPULATION ESTIMATES

During the survey hours, seven percent of exiting traffic was stopped, yielding a sample of 5,459 of the total estimated 9:00 A.M.- 6:00 P.M. traffic of 77,686. No refusals were recorded. Total completed interviews were: 2,251 for Highway 430 S.; 2,093 for Highway 430 N.; and 1,115 for Highway 431.

5.2 EXITS/ENTRIES, VISITS AND VISIT-DAYS

Figure 1 (pg. 10) is a flow chart of the attendance segmentation process for all three exits combined and all four months. The traffic formulae for each month follow.

5.2.1 May Attendance

Total May exiting vehicles were 32,379, 64 percent of which (i.e. 20,587 vehicles) left the park during the 9-hour survey period. Of these, 4.8 percent were final exit visitor vehicles. Based on the 24-hour count of 32,379 vehicles, 3.1 percent were final exit visitor vehicles.

To calculate visits, vehicle counts are multiplied by average party size (based on facility-users only):

$$(24\text{-hour Vehicle Count}) (.031) (2.4) = \text{Non-Enclave Visits}$$

Data from the 1987 surveys at major campgrounds, trails and day use areas indicate that six percent overall of these populations are composed of enclave residents. Accepting this factor as the best estimate of enclave use and adding it to the above formula yields:

$$(1) \quad 32,379 \times .031 \times 2.4 = 2,409 \times 1.06 = \underline{2,550 \text{ May Visits}}$$

Thus, the final formula for estimating May visits is:

$$\text{Visits} = \text{Total May Exiting Vehicles} \times \underline{.079}$$

$$(i.e. \quad 2,550/32,379 = .079)$$

The calculation of visit-days involves multiplying the overnight park users by their average length of stay. Overnight users are defined as those having stayed at a park campground or in enclave commercial accommodation. While there are some differences in average length of stay by month and between the

two user types, the overall average of 2.1 nights or 3.1 days is sufficiently representative to apply to both user types (i.e., campers and commercial accommodation users) and all four months.

May visit-days are calculated as follows:

$$\begin{array}{rcl} \text{DAY VISITS} + (\text{OVERNIGHT VISITS} \times 3.1) & = & \text{VISIT-DAYS} \\ 2,216 & + & (334 \times 3.1) = 3,251 \text{ Visit-Days} \end{array}$$

The simplified calculation method is : Visit-Days = Visits X 1.28

5.2.2 June Attendance

Total June exiting vehicles were 35,848, 49 percent of which (i.e. 17,653 vehicles) left the park during the 9-hour survey period. Of these, 8.3 percent were final exit visitor vehicles. Based on the 24-hour count of 35,848 vehicles, 4.1 percent were final exit visitor vehicles.

To calculate visits, vehicle counts are multiplied by average party size (based on facility-users only):

$$(\text{24-hour Vehicle Count}) (.041) (4.0) = \text{Non-Enclave Visits}$$

Adding the six percent estimate for enclave use to the above formula yields:

$$(1) \quad 35,848 \times .041 \times 4.0 = 5,878 \times 1.06 = \underline{6,232 \text{ June Visits}}$$

Thus, the final formula for estimating June visits is:

$$\begin{array}{l} \text{Visits} = \text{Total June Exiting Vehicles} \times \underline{.174} \\ \text{(i.e. } 6,232/35,848 = .174) \end{array}$$

June visit-days are calculated as follows:

$$\begin{array}{rcl} \text{DAY VISITS} & + & (\text{OVERNIGHT VISITS} \times 3.1) = \text{VISIT-DAYS} \\ 5,688 & + & (544 \times 3.1) = 7,374 \text{ Visit-Days} \end{array}$$

The simplified calculation method is : Visit-Days = Visits X 1.18

5.2.3 September Attendance

Total September exiting vehicles were 35,642, 55 percent of which (i.e. 19,455 vehicles) left the park during the 9-hour survey period. Of these, 17.5 percent were final exit visitor vehicles. Based on the 24-hour count of 35,642 vehicles, 9.6 percent were final exit visitor vehicles.

To calculate visits, vehicle counts are multiplied by average party size (based on facility-users only):

$$(\text{24-hour Vehicle Count}) (.096) (2.4) = \text{Non-Enclave Visits}$$

Adding the six percent estimate for enclave use to the above formula yields:

$$(1) \quad 35,642 \times .096 \times 2.4 = 8,212 \times 1.06 = \underline{8,705 \text{ Sept. Visits}}$$

Thus, the final formula for estimating September visits is:

$$\begin{array}{l} \text{Visits} = \text{Total September Exiting Vehicles} \times \underline{.244} \\ \text{(i.e. } 8,705/35,642 = .244) \end{array}$$

September visit-days are calculated as follows:

$$\begin{array}{rcl} \text{DAY VISITS} & + & (\text{OVERNIGHT VISITS} \times 3.1) = \text{VISIT-DAYS} \\ 8,115 & + & (590 \times 3.1) = 9,944 \text{ Visit-Days} \end{array}$$

The simplified calculation method is : Visit-Days = Visits X 1.14

5.2.4 October Attendance

Total October exiting vehicles were 29,672, 68 percent of which (i.e. 20,081 vehicles) left the park during the 9-hour survey period. Of these, 10.3 percent were final exit visitor vehicles. Based on the 24-hour count of 29,672 vehicles, 6.9 percent were final exit visitor vehicles.

To calculate visits, vehicle counts are multiplied by average party size (based on facility-users only):

(24-hour Vehicle Count) (.069) (2.1) = Non-Enclave Visits

Adding the six percent estimate for enclave use to the above formula yields:

(1) $29,672 \times .069 \times 2.1 = 4,299 \times 1.06 = \underline{4,557 \text{ Oct. Visits}}$

Thus, the final formula for estimating October visits is:

Visits = Total October exiting Vehicles X .154
(i.e. $4,557/29,672 = .154$)

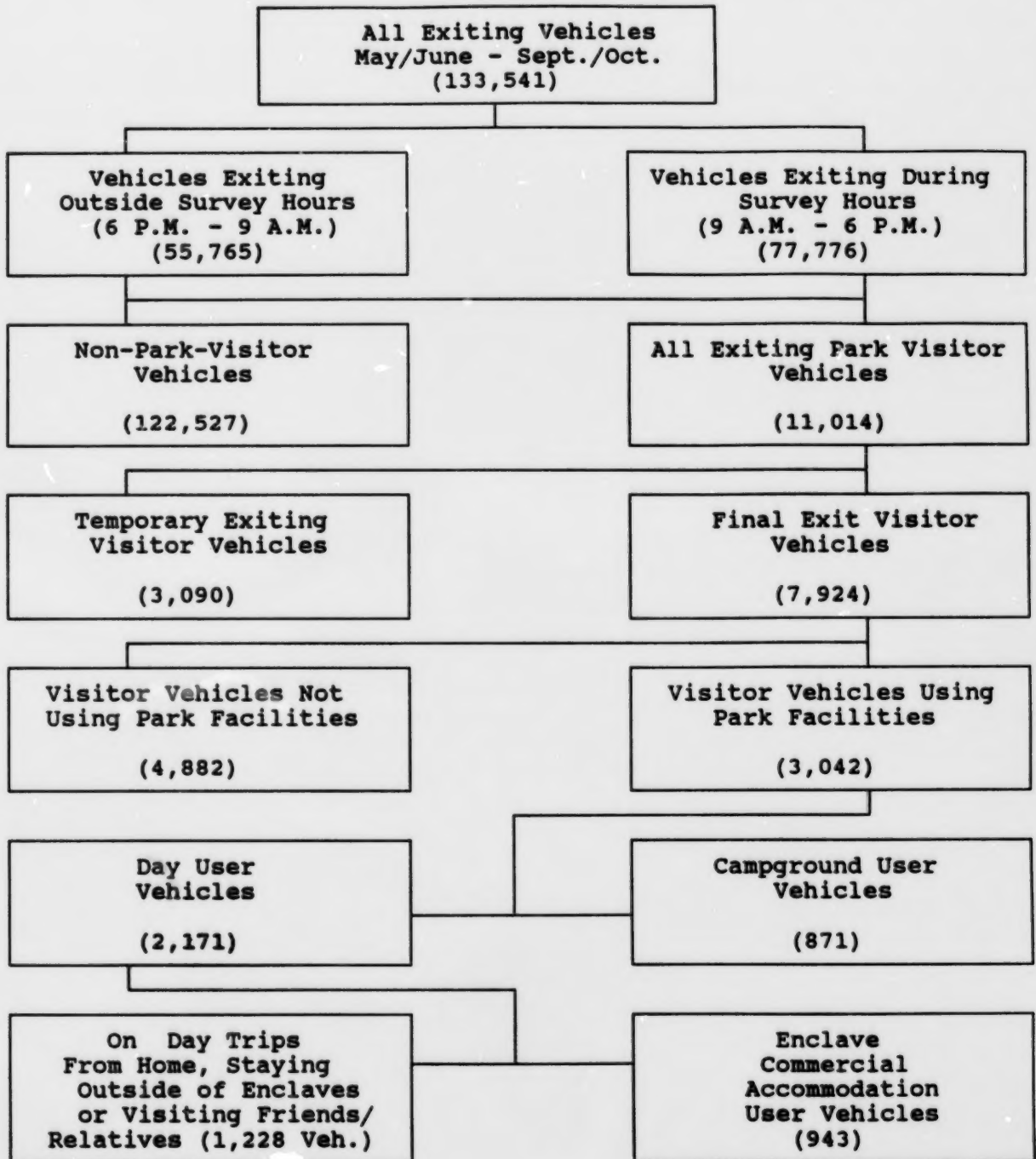
October visit-days are calculated as follows:

DAY VISITS + (OVERNIGHT VISITS X 3.1) = VISIT-DAYS
 $4,393 + (164 \times 3.1) = 4,901 \text{ Visit-Days}$

The simplified calculation method is : Visit-Days = Visits X 1.08

FIGURE 1

TRAFFIC PARTITION FLOW CHART - ALL EXITS



The proportion of day user to campground user vehicles is based upon accommodation use on the night before the final park exit. Campground users are defined as those who stayed at one of the four park campgrounds or at a primitive campsite. All others are defined as day users. Figure 1 counts 50 registered backcountry user parties as "campground users".

5.3 TRIP CHARACTERISTICS: ALL EXITING VEHICLES, 9:00 A.M.-6:00 P.M.

The park must decide on the location and number of entrance kiosks. In addition to the overall vehicle numbers presented in Section 5.2, data on peaking patterns, trip purpose, number of trips generated by enclave residents, and transportation mode can contribute to this decision. These data should also contribute to operational issues such as staff scheduling.

5.3.1 Peaking Patterns

As Table 1 shows, the park does not experience any great surges or strong patterns in overall traffic volumes.

TABLE 1
TRAFFIC VOLUMES BY SEASON, DAY TYPE AND EXIT
(ALL EXITING VEHICLES)

SEASON/DAY TYPE	AVERAGE EXITING VEHICLES PER DAY BY EXIT (9:00 A.M. - 6:00 P.M.)		
	430 S.	431	430 N.
Spring Weekends	293	158	216
Spring Weekdays	281	111	221
Fall Weekends	263	121	237
Fall Weekdays	299	101	243

Traffic flows on all three highways are quite even. Only Highway 431 shows any weekend peaking.

5.3.2 Trip Purpose

As Table 2 shows, the great majority of trips (not visits) are for personal or other business.

TABLE 2
TRIP PURPOSE (ALL EXITING VEHICLES, 9:00 - 6:00)

PURPOSE	PERCENT OF TOTAL (N=77,557)
Recreational	6.2
Visiting Friends/ Relatives	3.8
Passing Through on a Pleasure Trip	12.8
Passing Through on Personal or other Business	75.6
Parks Employee on Business	1.2
Park-Related Business	.4
TOTAL	100 %

A more detailed analysis of visit purpose is provided later. Enclave residents generated 35 percent or 27,334 of the 77,686 trips recorded during survey hours.

5.3.3 Transportation Mode

Table 3 shows the transportation mode breakdown by exit.

TABLE 3
TRANSPORTATION MODE (ALL EXITING VEHICLES, 9:00-6:00)

MODE	PERCENT OF TOTAL (N=77,696)
Passenger Vehicle	85.6
Travel Trailer	.5
Tent Trailer	.2
Truck or Van Camper	.8
Motor Home	.5
Charter Bus	.1
Scheduled Bus	.4
Park Vehicle	1.2
Single Axle Truck Over Two Tons	.8
Tandem Truck	1.7
Fifth Wheel Semi-Trailer	1.8
Fifth Wheel Camper Trailer	.1
Other Commercial Vehicle	5.3
Walk	-
Other	1.0
TOTAL	100 %

5.4 VISITOR PROFILE

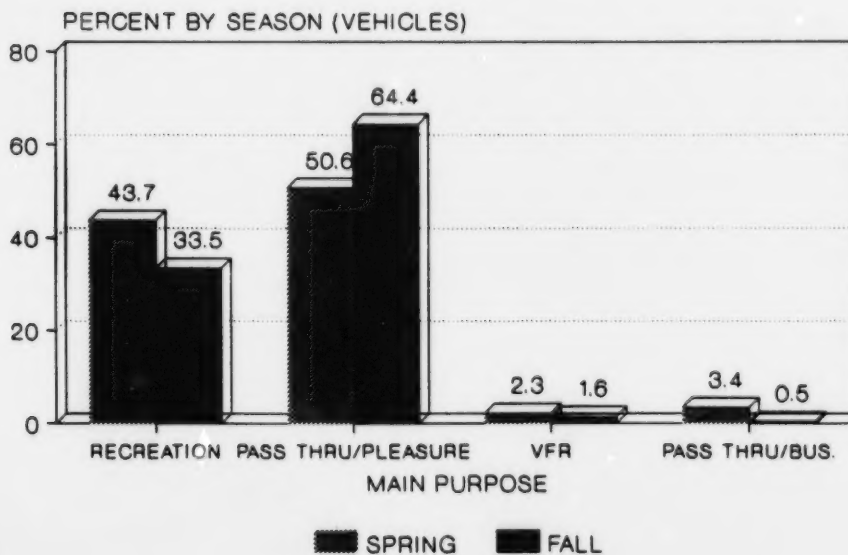
The summary below presents a composite picture of all visitor vehicles/persons on their final exit (more detailed analyses are available upon request). Based upon the criteria discussed in Section 5.2, 7,924 vehicles were identified as non-enclave park visitor vehicles. Where appropriate, data are presented by season. The Fall shoulder season recorded over twice as many visitor vehicles as the Spring season (5,469 vs. 2,454).

5.4.1 Purpose of Visit

Figure 2 illustrates the purpose of visit for those vehicles identified as park visitors (note that the base values are now visits, not trips, which change the relative percentages considerably from those presented in Table 2).

FIGURE 2

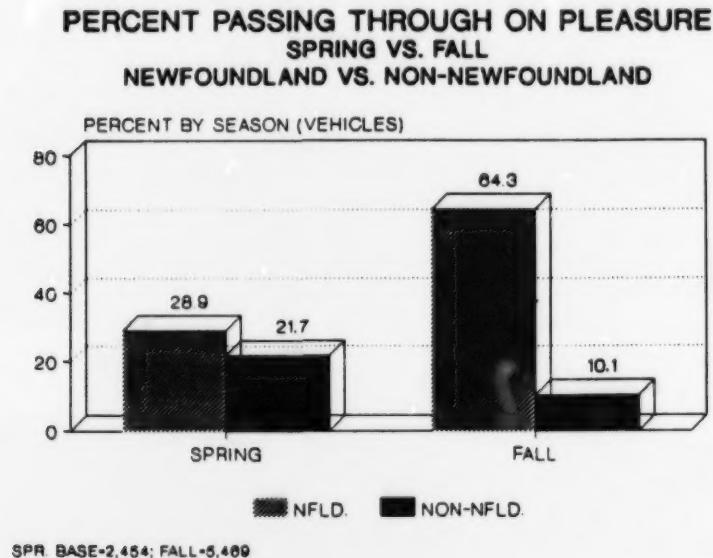
PURPOSE OF GROS MORNE VISIT SPRING VS. FALL



SPR. BASE=2,454; FALL=5,469

The majority of visitors were passing through the park on a pleasure trip. Of these, six percent stopped in the park for some reason. Of those 'on a recreational trip to the park', 86 percent stopped. The very high percentage 'passing through the park on pleasure' (especially high in the Fall) is linked to origin, as Figure 3 demonstrates.

FIGURE 3



It is clear that Newfoundland residents account for most of the 'pass through on pleasure traffic'. In fact, most of this traffic is by Western Newfoundland residents. No data are available on the specific purpose of their trip; however, many of these trips may be hunting/fishing related.

5.4.2 User Type

Three user types have been identified for attendance calculation purposes on the basis of accommodation used the night before the interview: Gros Morne campground users (including 50 primitive camping parties); enclave commercial accommodation users; and other day users (i.e. those having

stayed at home, with friends/relatives, in commercial accommodation north or south of the park boundaries, and those in the 'other' category - e.g. stayed in vehicle or on Port aux Basques ferry). Of the 7,924 visitor vehicles:

11 percent were Gros Morne campground users;

12 percent were enclave commercial accommodation users;

77 percent were other day users.

Only 1.8 percent of visitor vehicles reported staying with friends/relatives, either in a park enclave or elsewhere.

5.4.3 Party Size

The average party size was 2.8 persons. This is actually an estimate of average occupants per vehicle. On-site surveys at campgrounds and especially day use areas may yield somewhat higher estimates, if visitor "parties" occupy more than one vehicle or walk to the site. Party size was lowest in October (2.1) and highest in June (4.0). The high June party size is explained by the presence of an estimated 26 charter buses (all from Newfoundland). Excluding charter buses, the June party size is only 2.4 persons.

5.4.4 Origin

Table 4 shows the origin pattern of visitor vehicles.

TABLE 4
VISITOR ORIGIN PATTERN

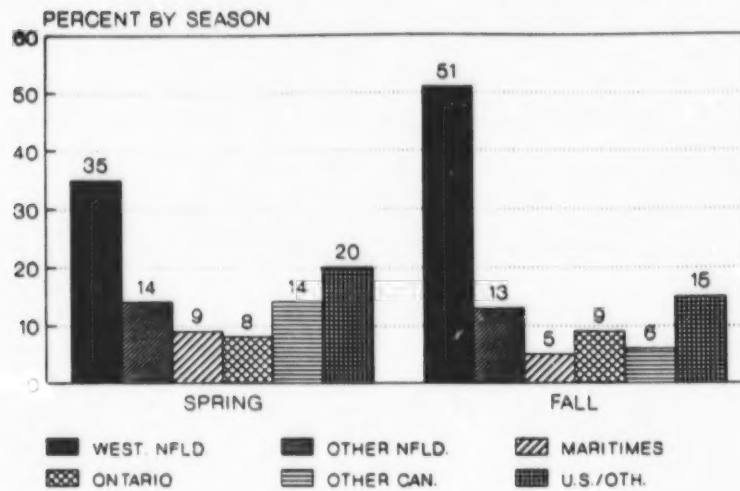
PERMANENT RESIDENCE	PERCENT OF TOTAL (N = 7,924 VEHICLES)
Census Division 5 (Deer Lake/Corner Brook)	22
Census Division 1 (Avalon Peninsula)	5
Census Division 9 North of Park	24
Other Newfoundland	9
Maritimes	7
Quebec	4
Ontario	9
Other Canada	5
N.E. United States	6
Other United States	7
Other Foreign	2
TOTAL	100%

Over half (59 percent) of Gros Morne shoulder season visitors are from Newfoundland and most of these are from Western Newfoundland (i.e., the Deer Lake/Corner Brook area and the Northern Peninsula). It is worth noting that 13 percent of shoulder season visitors come from the United States, compared to 17 percent in July/August, 1987.

The origin pattern by season is presented graphically in Figure 4.

FIGURE 4

VISITOR ORIGIN PATTERNS BY SEASON



5.4.5 Monthly Visitor Use Patterns

Table 5 shows the visitor traffic flow patterns by month.

TABLE 5
EXITING VISITOR VEHICLES BY MONTH AND DAY TYPE

MONTH	PERCENT OF TOTAL (N = 7,924)
May	12.5
June	18.5
September	43.0
October	26.0
TOTAL	100 %

September and October recorded considerably more visitor vehicles than May and June; in fact, the Fall shoulder season accounted for 69 percent of total shoulder season visitor traffic.

5.4.6 Average Length of Stay In Park and Area (Facility-Users Only)

Those visitors who reported stopping in the park were asked their length of stay in hours or nights, as appropriate:

Day Users (excl. enclave com. accom. users) :	3.1 Hours
Campground Users :	2.5 Nights
Enclave Commercial Accommodation Users :	1.9 Nights in Park Area

It should be noted that the campground users' average length of stay is for the overall park stay, not the length of stay at a specific campground (which averaged 1.8 nights for reporting months in 1988).

5.4.7 Facility Use

Although the survey objectives required the segmentation of visitors into users and non-users of park facilities, information on use of specific facilities was not required. Regardless, some data on facility use were gathered. These data are not as reliable as on-site counts.¹ They do, however, yield some useful data on relative importance of various facilities (See Table 6).

¹ This is because on-site counts can pick up repeat use during the same visit and only count those members of the party who actually use the facility.

TABLE 6
VISITOR VEHICLES USING SELECTED FACILITIES

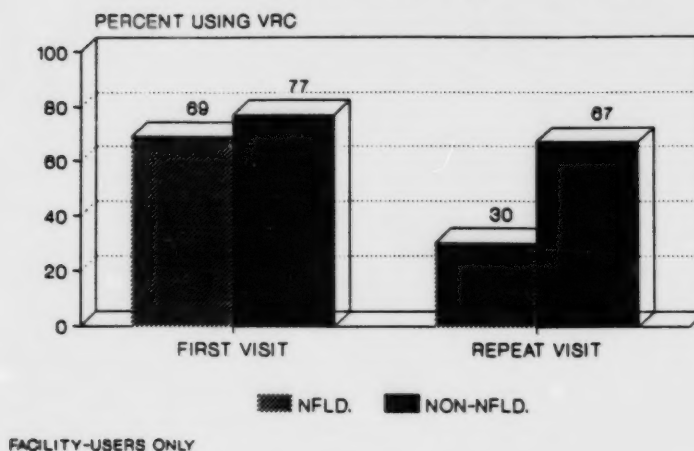
FACILITY	PERCENT OF TOTAL	
	SPRING (N=2,454)	FALL (N=5,469)
Visitor Reception Centre	28	23
Picnic Areas	16	11
Trails	20	17
Lookoffs	32	25
Lobster Cove Head Lighthouse	7	15
Western Bk. Pond Boat Tour	6	7
Trout River Pond Day Use Area	4	3
Lomond Day Use Area	1	3
Western Brook Day Use Area	8	10
Broom Pt. Day Use Area	2	3
Shallow Bay Day Use Area	4	7
TOTAL	100 %	100%

Overall, shoulder season facility use (i.e., percent using) is roughly ten percent lower than the peak season. However, the pattern is similar, with the Visitor Reception Centre, lookoffs, trails and Lobster Cove Head Lighthouse receiving the highest participation rates. The Fall shoulder season has somewhat lower use rates for most facilities than the Spring due to the higher level of pass-through traffic.

Visitor Reception Centre use is related to repeat visitation and origin, as Figure 5 shows.

FIGURE 5

VISITOR RECEPTION CENTRE USE
REPEAT VS. FIRST TIME PARK VISITORS
NEWFOUNDLAND VS. NON-NEWFOUNDLAND



The decrease in VRC use by repeat visitors is much greater for Newfoundlanders than for non-Newfoundlanders. This is partly explained by the fact that repeat Newfoundlanders averaged 5.6 visits in the last two years compared to 1.9 visits for non-Newfoundlanders. Understandably, the propensity to use the VRC decreases as the number of visits increases.

5.4.8 Repeat Visitation (Facility-Users Only)

Three questionnaire items dealt with repeat visitation: first visit vs. repeat visit to Gros Morne; frequency of visits during the last two years; and plans to visit the park in the next two years.

5.4.8.1 First Visit Vs. Repeat Visit

Overall, 67 percent of visitors reported being on their first visit to Gros Morne. Among the non-Newfoundland group, 88 percent were on their first visit. Only 15 percent of Newfoundlanders were on their first visit.

5.4.8.2 Number of Visits During Last Two Years

Those Newfoundlanders who were not first time visitors averaged 5.6 visits to Gros Morne during the last two years. The comparable figure for non-Newfoundlanders is 1.9 visits. These figures are almost identical to peak season values.

5.4.8.3 Return Visit Intentions

When asked whether they intended to return to Gros Morne in the next two years, 88 percent of Newfoundlanders and 36 percent of non-Newfoundlanders responded positively.

5.5 REGIONAL INTEGRATION

The survey collected a number of items which are intended to contribute to an analysis of the impact of tourism on the region and also identify potential economic opportunities.

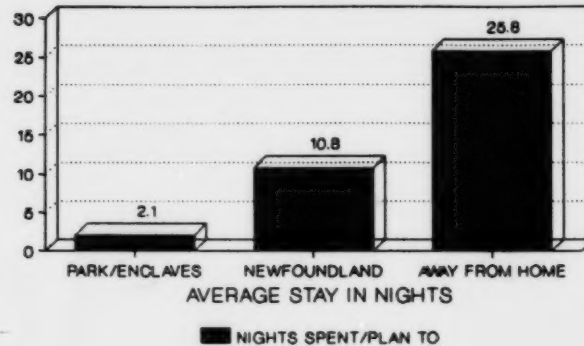
5.5.1 Gros Morne's and Newfoundland's Share of the Non-Newfoundland Vacation Trip

Of the 3,224 non-Newfoundland visitor parties, 46 percent were on a day trip to the park. Those stopping in the park averaged 3.3 hours per visit.

Those on overnight trips in the park area (including enclave commercial accommodation users) averaged 2.1 nights. This compares to an average of 10.8 nights in Newfoundland and 25.8 nights away from home (see Figure 6).

FIGURE 6

NON-NEWFOUNDLANDERS' LENGTH OF STAY
PARK/ENCLAVES, NEWFOUNDLAND,
AWAY FROM HOME



The Gros Morne area's share of nights in Newfoundland is 19 percent while Newfoundland's share of nights away from home is 41.9 percent.

5.5.2 Community Service Preferences

Respondents were asked which of the following four items should be provided in local communities: community suppers; public showers; cultural events; and more stores open on Sunday (see Table 7).

TABLE 7

SELECTED COMMUNITY SERVICE PREFERENCES OF VISITORS
(NEWFOUNDLAND VS. NON-NEWFOUNDLAND)

SERVICE	PERCENT OF PARTIES DESIRING BY ORIGIN	
	Newfoundlanders (N=879)	Non-Newfoundlanders (N=2,154)
Community Suppers	52	43
Public Showers	65	48
Cultural Events (e.g. Newfie Nights)	70	63
More Stores, Etc. Open On Sundays	57	37

Neither origin group is very strongly in favour of the items on which they were asked to voice an opinion. It is also worth noting that the non-Newfoundlanders are less in favour of these items than Newfoundlanders. This may be due to the fact that a much higher percentage of Newfoundlanders than non-Newfoundlanders intend to return to Gros Morne within two years (88 vs. 36 percent) and could avail themselves of these amenities. Newfoundlanders may also be more attuned to the economic potential of such development. Also, a common theme among non-Newfoundlanders, evident in many, if not all Gros Morne visitor surveys, is to 'keep it natural'. There is a segment (not necessarily a majority) that wants less, not more development.

The number of additional suggestions for specific facilities or services was too small to yield meaningful results; however, as with the 1987 peak season survey, the most frequent open-ended suggestion was for more and better commercial accommodation and restaurants.

5.5.3 Expenditures In Park Area

Park facility-users were asked to give an itemized estimate of their expenditures while in the park area (see Table 8).

TABLE 8

**AVERAGE EXPENDITURES PER VISIT BY ACCOMMODATION TYPE AND ITEM
FOR THOSE GIVING BREAKDOWN ONLY**

ACCOMMODATION TYPE (WHERE STAYED NIGHT BEFORE)	EXPENDITURE ITEM (\$) (N=1,371 PARTIES)*				
	Trans- portation	Food/ Beverages Incl. Alcohol	Accom- modation	Recreation/ Entertain- ment	Other
Own Home	20.00	7.00	-	-	-
Friends/Relatives	47.55	53.40	-	-	29.59
Park Campground	51.00	44.75	18.06	36.38	63.87
Enclave/ Commercial Accom.	39.96	46.91	75.42	47.06	52.94
Other Commercial Accommodation	14.51	31.54	-	-	10.00
Other	39.30	72.60	102.76	15.00	15.00
OVERALL AVERAGE	41.63	49.36	57.38	39.64	42.07

- * The estimates here and in Table 9 exclude 4,882 visitor parties who did not stop in the park, 899 who reported no expenditures and 722 who gave a total expenditure estimate only. Less than .1 percent of these expenditures were in American funds.

Considering that the average length of stay (excluding those on day trips from home) in the park area was 2.2 nights or 3.2 days, these expenditures are quite reasonable. However, the overall trip average of \$220.71 for those who gave itemized estimates is much higher than the estimate for those who gave a total figure only (see Table 9 - an even larger discrepancy was observed in 1987). For overnight visitors, this is partly explained by the longer length of stay of those giving an itemized estimate (2.3 nights) compared to those not doing so (2.0 nights).

TABLE 9
COMPARISON OF PARTIES GIVING ITEMIZED
EXPENDITURE ESTIMATES WITH
THOSE GIVING TOTAL ONLY

ACCOMMODATION TYPE (WHERE STAYED NIGHT BEFORE)	TOTAL EXPENDITURE ESTIMATES PER PARTY(\$)	
	Those Giving Itemized Estimates (N = 1,371)	Those Giving Total Only (N = 772)
Own Home	27.00	26.37
Friends/Relatives	130.54	50.16
Park Campground	214.06	138.89
Enclave Commercial Accommodation	262.29	146.64
Other Commercial Accommodation	56.05	91.00
Other	244.66	91.92
OVERALL AVERAGE	\$220.71	\$118.98

Based on the figures in Table 9, it is estimated that, during the shoulder months, 2,143 visitor parties injected almost \$ 400,000 into the local economy (i.e. enclave communities plus Wiltondale and Parsons Pond).²

² (1,371 parties x \$20.71 = \$ 302,593.00) + (772 parties x \$118.98 = 91,853.00) = \$ 394,446.00.

6.0 CONCLUSION

New attendance formulae are now available for implementation in May, June, September and October of 1989. This includes an estimate of attendance by park enclave residents. In addition to attendance formulae, the survey has also yielded valuable visitor profile data on origin, facility use and expenditure patterns. These data will be used in various analyses in support of capital projects, operational issues and regional integration.

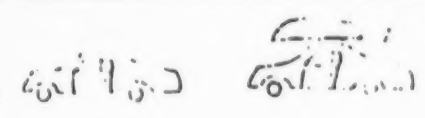
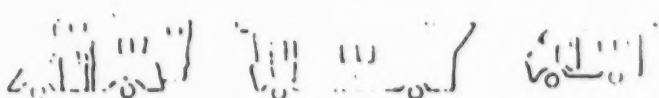
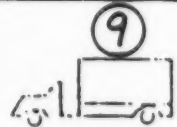
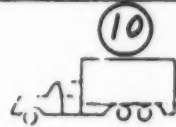
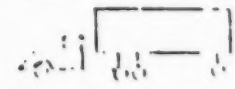
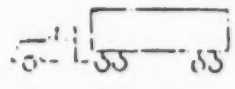
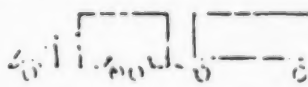
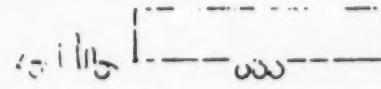
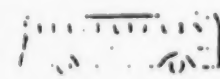
APPENDIX

QUESTIONNAIRE, VEHICLE CLASSIFICATION AND NEWFOUNDLAND ORIGIN ZONES

DEFINITION OF TYPES OF UNITS USING PARK

Passenger Vehicle: (01)	Car, Half ton or van with no attachments, not used for camping.
Travel Trailer: (02)	A trailer designed to be towed behind a motorized vehicle and of such a size and weight not to require a special highway movement permit. They range from 12 - 35 feet in length.
Tent: (03)	A camping unit mounted on wheels and constructed with collapsible sidewalls that fold for towing by a motorized vehicle.
Truck Camper: (04)	A unit designed to be loaded on to or attached to back or chassis of a truck.
Van Camper: (04)	A panel type truck with any two of the following: kitchen, toilet or sleeping facilities, 110 volt hookup, fresh water storage, water hookup, or top extension.
Motor Home: (05)	Built on or as an integral part of a self-propelled motor vehicle chassis and may be equipped similar to self-contained units.
Charter Bus: (06)	A bus carrying an organized group.
Scheduled Bus: (07)	A regularly scheduled bus (e.g. Viking Express).
Park Vehicle: (08)	Any vehicle clearly identifiable as an Environment Canada vehicle.
Single Axle Truck Over Two Tons: (09)	See attached diagram.
Tandem Trucks: (10)	Includes dump trucks and other vehicles with two axles in back - see diagram.
Semi-Trailers (Fifth Wheel): (11)	See attached diagram.
Other Commercial Vehicle: (12)	Any vehicle belonging to a private firm (e.g. construction vehicles, delivery vehicles, etc.). Not classified under 9, 10, or 11 above.
Fifth Wheel Camper Trailer: (13)	Equipped the same as a self-contained camping unit but is pulled by a pickup or flat bed truck that has a fifth wheel attachment (i.e., horizontal, rotating coupling attaching trailer to cab).

VEHICLE CLASSIFICATION

NO.1 PASSINGER UNITS	
NO.2 RECREATION UNITS	   
NO.3 SINGLE UNIT TRUCKS	 9  10
NO.4 MULTI-AXLE TRUCKS	  11  11  11
NO.5 Bus	

NEWFOUNDLAND ORIGIN ZONES

